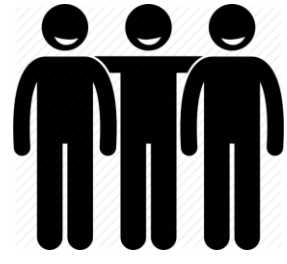




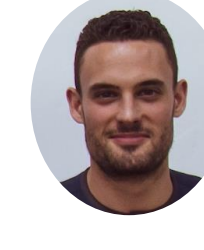
Lagos, Nigeria



Michel Mosse



Anant Udpa



Kike Miralles



Romain de Saint-Perier



## Company Overview

Establishment	Founded in 2016
Co-founder and CEO	Olugbenga "GB" Agboola, Sloan MBA
Employee	+120
Offices	Nigeria, Kenya, Ghana, UK, US
Core technology	Flutterwave is a payment technology company focused on helping banks and businesses provide seamless and secure payment experiences for their customers in Africa and globally
Applications	<ul style="list-style-type: none"> <li>Barter is a digital payments solution that allows users to create virtual dollar debit cards.</li> <li>Rave is a service that enables merchants accept global payments from card, bank accounts and USSD [powered by mCASH.]</li> </ul>
Customers	Uber, Facebook, Jumia, Booking
Fundraising	Raised \$35M Series B in Jan 2020

## Project Scope

### Challenge & Project Scope

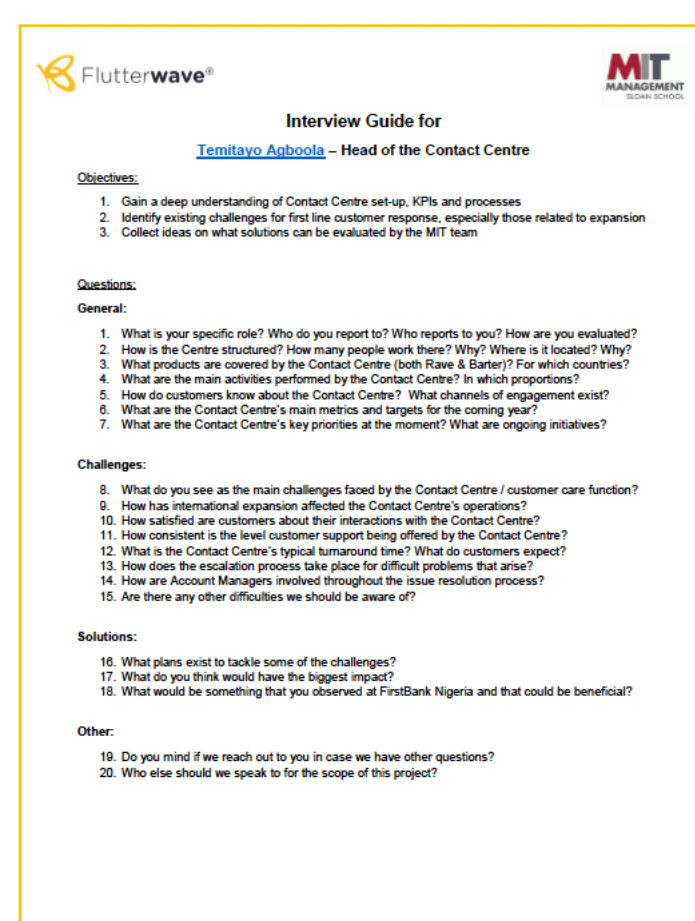
- Flutterwave's **rapid customer growth** has **outpaced** their internal **Customer Service operations**, increasingly stretching them without a reliable and scalable system in place to continue expanding their capabilities without alienating their customers
- Expansion and Customer Success teams seek to **evaluate, redesign and optimize their current service delivery strategy** to ensure high-quality and consistent service levels

### Key Objectives

- Remote Phase:** Develop a set of **recommendations** that will enable Flutterwave to **transform** the current '**burning platform**' into a **sustainable customer care** operating model that is scalable and enables customer retention
- Onsite Phase:** Help Flutterwave **prioritize and implement** some of these recommendations

## Research Methodology

### Primary Interviews



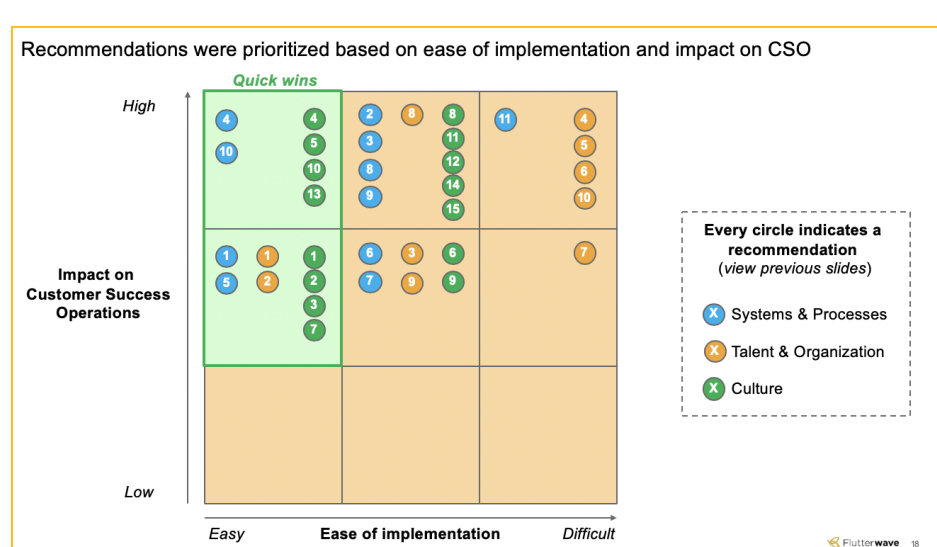
### Secondary Research



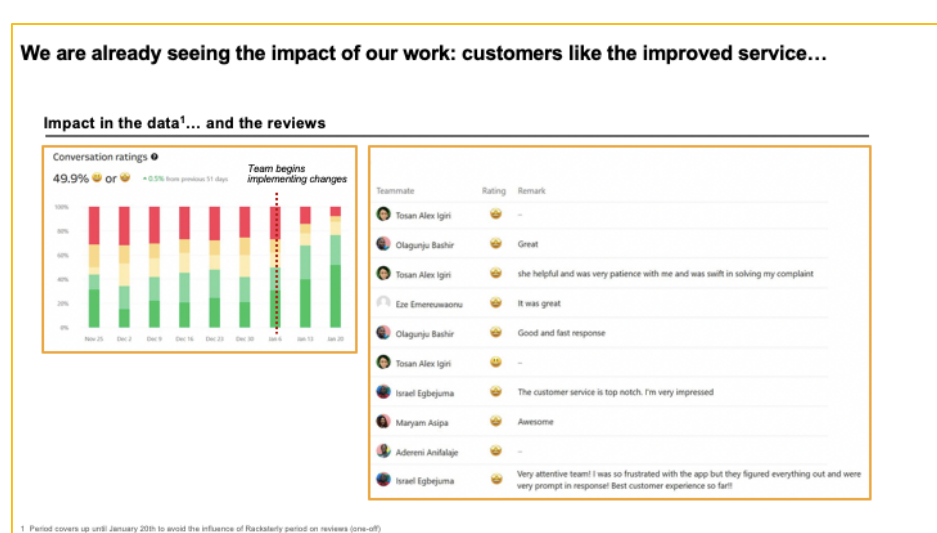
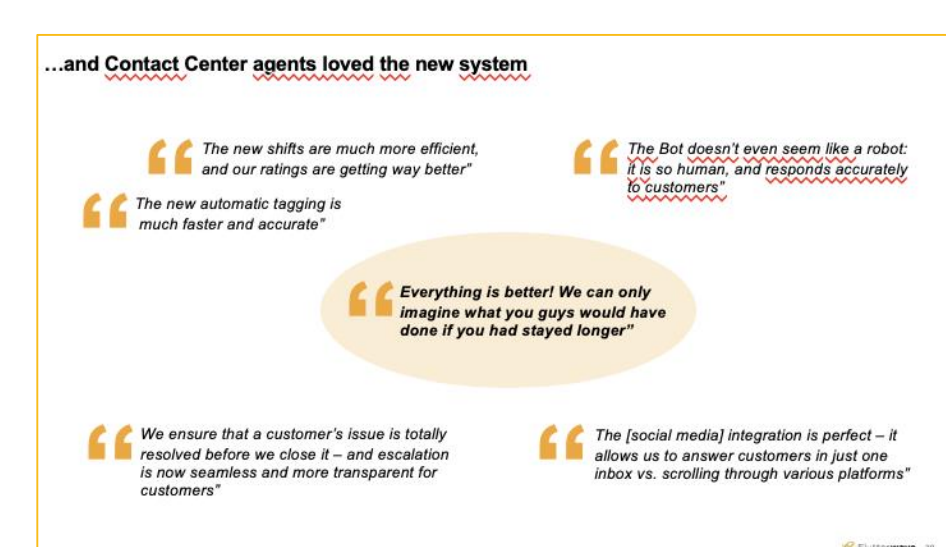
### Product Tear-downs



## Insights and Recommendations



- We **analyzed** Flutterwave's Customer Service operations and its **opportunities** for improvement across three categories: Systems & Processes, Talent & Organization, and Culture



- Recommendations were **prioritized** based on **ease of implementation** and **impact** on CSO

- We **focused on the quick-wins** during our time in Nigeria

